



IPW

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Adam M. Litt *et al.*

Title: METHOD FOR ADVERTISING AND SELLING PRODUCTS ONLINE

Appl. No.: 10/712,380

Filing Date: November 14, 2003

Examiner: Unknown

Art Unit: 3629

INFORMATION DISCLOSURE STATEMENT (IDS)

Commissioner for Patents
P.O.Box 1450
Alexandria, VA 22313-1450

Dear Sir:

Please consider the following information.

Timing of the IDS

This IDS is being submitted before the mailing of a first Office Action on the merits.

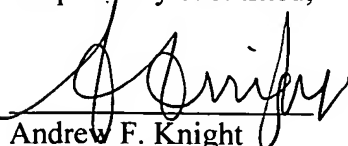
Relevant Publication

The website located at www.citynews.com is considered to be relevant to the present application. Applicants respectfully request the Examiner to view the cited website directly online. For the Examiner's convenience, the home page of the cited website has been printed and attached, as well as an example advertisement published on the cited website.

Conclusion

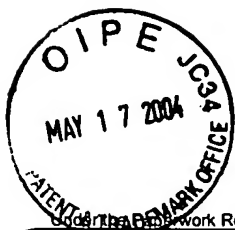
Applicants respectfully request a first action on the merits. If the Examiner believes that a telephone conference will further prosecution of the present case, the Examiner is invited to contact the representative at the number indicated below.

Respectfully submitted,



Andrew F. Knight
Reg. No. 50,443
703-795-7375

5/17/04
Date



PTO/SB/08B (08-03)

Approved for use through 07/31/2006. OMB 0651-0031

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Patent Work Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449/PTO

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

Sheet

of

Complete if Known

Application Number

10/712,380

Filing Date

Nov. 14, 2003

First Named Inventor

Adam M. Litt

Art Unit

3629

Examiner Name

Attorney Docket Number

NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹ Applicant's unique citation designation number (optional). ² Applicant is to place a check mark here if English language Translation is attached. This collection of information is required by 37 CFR 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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